



SEPSIS

AWARENESS MONTH

TOOLKIT

SEPTEMBER 2016

Toolkit Contents

1. Introductory Letter to Members

2. Patients at High Risk for Sepsis

AUDIENCE: HEALTH CARE PROVIDERS

3. Sepsis FAQ

AUDIENCE: PATIENTS

4. Sepsis Fact Sheet

AUDIENCE: HEALTH CARE PROVIDERS, PATIENTS

5. Sepsis Poster Series (files provided in two sizes: 8.5x11 and 24x36)

AUDIENCE: HEALTH CARE PROVIDERS, PATIENTS

6. Social Media Plan

AUDIENCE: HOSPITAL ADMINISTRATORS/MARKETING TEAM

7. Outdoor Advertising Opportunity

AUDIENCE: HOSPITAL ADMINISTRATORS/MARKETING TEAM



SurviveSepsis.com will be live starting **Sept. 1**. Join us in using this tool to spread awareness of this overwhelming and life-threatening response to infection with your audiences.



SEPTEMBER: SEPSIS AWARENESS MONTH

Introductory Letter to Members

According to the Centers for Disease Control and Prevention (CDC), there are more than **1 million cases of sepsis each year**, and up to half of the people who will get sepsis will die.

Sepsis is the body's overwhelming and potentially life-threatening response to an infection. It can lead to tissue damage, organ failure and even death.

September is Sepsis Awareness Month, and the Indiana Patient Safety Center (IPSC), of the Indiana Hospital Association (IHA), is launching a campaign to spread the word about the dangers of sepsis so that we can "See it. Stop it. Survive it." We hope you and your organization will help share this vital message.

Sepsis is a public health issue and not just a hospital problem. According to a 2015 Sepsis Alliance survey, only 47 percent of Americans have heard of sepsis, and even fewer understand the risk factors and warning signs. As health care professionals, it is our responsibility to educate our patients about sepsis and what they should do if they or someone they love becomes ill.

From 2008 - 2015, Indiana hospitals have decreased inpatient sepsis mortality from 15.22 percent to 6.12 percent, according to the IHA Inpatient Discharge Study. Yet, sepsis still remains the most frequent inpatient discharge, aside from deliveries. Progress has been made, but we must continue to work to reduce the number of sepsis-related deaths across the state.

On Tuesday, Sept. 13, IHA and its partners have scheduled a rally to encourage Hoosiers to join in this fight. We are forwarding a packet of materials for you and your frontline staff to use to educate patients and the public about sepsis and what to do if they suspect sepsis.

You are on the front lines. We ask that you take full advantage of the materials enclosed to support your hospital's efforts to raise awareness so that you can help staff, patients and the community better understand sepsis.

Sincerely,

Douglas Leonard, FACHE
IHA President

For more information, visit SurviveSepsis.com

Patients at High Risk for Sepsis

1. Ask yourself: "Could it be sepsis?"

Sepsis can be confusing and hard to diagnose. It shares many symptoms, such as fever and difficulty breathing, with other conditions. What might seem like a simple run-of-the-mill, flu-like illness can actually be a silent killer.

2. Recognize patients at high risk for sepsis.

While sepsis can affect anyone, the CDC highlights some patients are more at risk, including those who:

- Have a weakened immune system
- Are under age 10 or over age 65
- Have an indwelling catheter or IV
- Recently had surgery or have been hospitalized
- Have a chronic illness (diabetes, AIDS, cancer, kidney or liver disease, etc.)
- Have a severe burn or wound

3. Assess clinical presentation.

If you suspect sepsis, check your patient for any of these signs and symptoms:

- Fever
- Hypothermia
- Heart rate >90 beats per minute
- Fast respiratory rate
- Altered mental status (confusion/coma)
- Edema
- High blood glucose without diabetes
- Feeling worse than he/she has ever felt before

4. Provide prompt treatment.

For evidence-based treatment guidance, visit Surviving Sepsis Campaign at survivingsepsis.org. Three- and six-hour bundle elements can be found here.

5. Emphasize preventative/protective measures.

As health care professionals, it is our responsibility to educate our patients about what sepsis is and the importance of prompt recognition and treatment. Keep sepsis education materials available in waiting areas and treatment rooms and routinely discuss the possibility of sepsis with patients.

Sepsis FAQ

According to the Global Sepsis Alliance, sepsis is the leading cause of death following an infection, but with early detection and proper treatment, deadly consequences can be diminished. The following FAQ are according to the Centers for Disease Control and Prevention (CDC) and aim to demystify the often misunderstood and unrecognized deadly complication to infection.

What is sepsis? Sepsis is the body's overwhelming and potentially life-threatening response to an infection. It can lead to tissue damage, organ failure and even death.

What causes sepsis? Any type of infection, anywhere in the body, can cause sepsis. This can include seemingly minor infections on the skin to urinary tract infections, pneumonia or appendicitis.

How common is sepsis? According to the CDC, there are more than 1 million cases of sepsis each year, and up to half of the people who become septic will die.

Who can get sepsis? Sepsis can affect any person of any age, from any type of infection, no matter how minor.

Are some people more at risk for getting sepsis? While sepsis can affect anyone, you may be at a higher risk if you:

- Have a weakened immune system
- Are under age 10 or over age 65
- Have an indwelling catheter or IV
- Recently had surgery or have been hospitalized
- Have a chronic illness (diabetes, AIDS, cancer, kidney or liver disease, etc.)
- Have a severe burn or wound

What are the signs or symptoms of sepsis? There is no single sign or symptom of sepsis. Because sepsis stems from infection, symptoms can include common infection signs, such as diarrhea, vomiting and sore throat. Additionally, symptoms can include any of the following:

- **S**hivering, fever, feeling very cold
- **E**xtrême pain or feeling worse than ever
- **P**ale or discolored skin
- **S**leepiness, difficulty waking up, confusion
- **I** feel like I might die
- **S**hortness of breath

If you have an infection along with any of these symptoms, you should seek medical treatment immediately.

How is sepsis diagnosed? Sepsis can be difficult to diagnose because it shares many signs and symptoms with other conditions. Health care providers look for signs of sepsis like increased heart and breathing rates and temperature. They also rely on lab tests that check for signs of infection that may not be visible to the naked eye.

How is sepsis treated? Sepsis is a serious complication of infection that should be treated in a hospital. Health care providers typically administer antibiotics and work to treat the infection, keep vital organs healthy and prevent a drop in blood pressure.

In some cases, other types of treatment may be required, including oxygen and intravenous (IV) fluids, or assisted breathing with a machine or kidney dialysis. In severe cases, surgery may be required to remove tissue damaged by infection.

How can I prevent sepsis? While there is no way to completely prevent the possibility of sepsis, there are many ways to reduce your risk including:

- **Be vaccinated.** Protect yourself against the flu, pneumonia and other infections that could lead to sepsis. Talk to your health care provider for more information.
- **Be thorough.** Properly clean and treat scrapes and wounds and practice good hygiene (i.e. hand washing, bathing regularly).
- **Be vigilant.** If you have an infection, look for signs like fever, chills, rapid breathing and heart rate, confusion and disorientation.

Are there any long-term effects of sepsis? Many sepsis survivors recover completely, and their lives return to normal. However, some people may experience organ damage, tissue loss or may require amputation of arms or legs.

Additionally, according to the Sepsis Alliance, post-sepsis syndrome is a condition that affects up to 50 percent of sepsis survivors. They are left with physical and/or psychological long-term effects, such as:

- Insomnia, difficulty getting to sleep or staying asleep
- Nightmares, vivid hallucinations and panic attacks
- Disabling muscle and joint pains
- Extreme fatigue
- Poor concentration
- Decreased mental (cognitive) functioning
- Loss of self-esteem and self-belief

If you suspect that you or a loved one has post-sepsis syndrome, talk to a health care provider about resources for emotional and psychological assistance.

For more information, visit [SurviveSepsis.com](https://www.SurviveSepsis.com)

Sepsis Fact Sheet

Sepsis is a global health care problem. According to the Global Sepsis Alliance, it is more common than heart attacks and claims more lives than any cancer. Yet, in even the most developed countries, less than half of the adult population has heard of it. Sepsis is the body's overwhelming and potentially life-threatening response to an infection. It can lead to tissue damage, organ failure and even death.

Worldwide/National Facts

1. Every three seconds, someone around the world dies of sepsis. ¹
2. Globally, sepsis is the leading cause of death by infection. ²
3. More than one million people get sepsis each year in the United States, and up to half of those people will die. ³
4. Sepsis can occur from even a minor infection. ⁴
5. Sepsis does not discriminate. It affects everyone, regardless of age or level of health. ⁴
6. Sepsis kills 258,000 people in the United States each year. ⁴
7. Every two minutes, an American dies from sepsis. ⁵
8. Sepsis kills more people than prostate cancer, breast cancer and AIDS combined. ⁶
9. More than 42,000 children in the United States develop severe sepsis each year, and 10 percent of these children die - more than from cancer. ⁷
10. Sepsis causes at least 75,000 maternal deaths every year worldwide and is driving increases in pregnancy-related deaths in the United States. ⁸
11. Just 47 percent of American adults have heard of sepsis. ⁹

State of Indiana Facts ¹⁰

1. Almost 3,500 Hoosiers die each year from sepsis.
2. In 2015, there were more inpatient deaths from sepsis than any other diagnosis.
3. The average charges for a patient with a sepsis diagnosis in Indiana amount to about \$44,000.
4. Sepsis is the most frequent inpatient discharge, aside from deliveries.
5. In 2015, sepsis as the primary diagnosis resulted in the highest utilization of inpatient care charges.

References

- ¹ **World Sepsis Day Organization** world-sepsis-day.org/?MET=SHOWCONTAINER&vCONTAINERID=503
- ² **World Sepsis Day Organization** world-sepsis-day.org/?MET=SHOWCONTAINER&vCONTAINERID=11
- ³ **CDC** cdc.gov/sepsis/pdfs/sepsis_infographic_final.pdf
- ⁴ **CDC** cdc.gov/sepsis
- ⁵ **Suspect Sepsis** suspectsepsis.org/WhatsIsSepsis.html
- ⁶ **National Institute of General Medical Science** nigms.nih.gov/Education/Pages/factsheet_sepsis.aspx
- ⁷ **Sepsis Alliance** sepsis.org/downloads/2012_media_kit_fact_sheet_sepsis.pdf
- ⁸ **Sepsis Alliance** sepsis.org/downloads/2016_sepsis_facts_media.pdf
- ⁹ **Sepsis Alliance** sepsis.org/news/2015/americans_more_aware/
- ¹⁰ **Facts for the state of Indiana come from the 2015 IHA Inpatient Discharge Study**

SEE IT.

STOP IT.

SURVIVE IT.

This year, more than
one million people
in the United States
will get Sepsis.*

**Up to half of those people will die.
Start a conversation with your
doctor today.**

SurviveSepsis.com

SEE IT.

STOP IT.

SURVIVE IT.

**ALMOST
3,500
HOOSIERS**
DIE EACH YEAR FROM
SEPSIS*

DON'T BE A STATISTIC.

SurviveSepsis.com

SEE IT.

STOP IT.

SURVIVE IT.

sepsis

[sep-sis] • n. The body's overwhelming and potentially life-threatening response to an infection. It can lead to tissue damage, organ failure and even death.

Know how to spot it and how to stop it.

SurviveSepsis.com



**Indiana Patient
Safety Center**

of the Indiana Hospital Association

SEE IT.

STOP IT.

SURVIVE IT.

What are the signs or symptoms of sepsis? There is no single sign or symptom of sepsis. Symptoms can include any of the following:

- S** hivering, fever, feeling very cold
- E** xtreme pain or feeling worse than ever
- P** ale or discolored skin
- S** leepiness, difficulty waking up, confusion
- I** feel like I might die
- S** hortness of breath

If you have an infection along with any of these symptoms, you should seek medical treatment immediately.

SurviveSepsis.com



Social Media Plan

September is Sepsis Awareness Month, and the Indiana Patient Safety Center (IPSC) has created a social media plan to help you effectively communicate the risks of this deadly infection directly to your audiences via your social media platforms. This social media plan includes a content calendar, sample messaging, imagery and additional resources to be utilized throughout the month of September. The plan is primarily designed for Facebook and LinkedIn, with the ability to be altered for use on Twitter, Instagram and other platforms.

IPSC and IHA ask you to partner with us to spread the word about sepsis and help our communities **See it. Stop it. Survive it.**

Content Calendar

IPSC has designed social media messaging for the entire month of September, providing a simple framework for your organization to implement. Our goal is to partner with hospitals and health systems across Indiana to provide a strong, unified message each week. Please join us in promoting the following content calendar:

Date	Theme
Week of Sept. 1	Intro to Sepsis Awareness Month
Week of Sept. 5	See it.
Week of Sept. 12 (World Sepsis Day is Sept. 13)	Stop it.
Week of Sept. 19	Survive it.
Week of Sept. 26	Stand Up to Sepsis

Use these hashtags throughout the month:

#SurviveSepsis #SaferHoosiers #SepsisAwarenessMonth

Sample Messaging

IPSC has developed the following sample messaging for use on your social media channels. This messaging has been designed primarily for Facebook but can be adapted for Twitter and other platforms. Please feel free to customize this language, incorporating the efforts of your organization. An image is also included in the toolkit that corresponds to each sample message. These image files are labeled according to the week and topic.

Intro to Sepsis Awareness Month

Message 1: September is Sepsis Awareness Month. Sepsis is the body's overwhelming and potentially life-threatening response to an infection. Help keep you and your loved ones safe by learning to See it. Stop it. Survive it. #SurviveSepsis #SaferHoosiers



See it.

Message 1: Have you heard of sepsis? Less than half of American adults have, according to the Centers for Disease Control and Prevention. Sepsis is the body's overwhelming and potentially life-threatening response to an infection. It can be caused by complications from a minor scrape to a urinary tract infection to a major surgery. Sepsis can lead to tissue damage, organ failure and even death.



Follow us throughout the month of September to learn how to See it. Stop it. Survive it. Learn more at survivesepsis.com #SurviveSepsis #SaferHoosiers

Message 2: Every two minutes, an American dies from sepsis, according to SuspectSepsis.org. The first step in preventing death from sepsis is to See it. Learn to identify sepsis through its symptoms, including:

- **S**hivering, fever, feeling very cold
- **E**xtrême pain or feeling worse than ever
- **P**ale or discolored skin
- **S**leepiness, difficulty waking up, confusion
- **“I feel like I might die.”**
- **S**hortness of breath

Learn more about sepsis and how to See it. Stop it. Survive it. at survivesepsis.com

Stop it.

Message 1: According to the Global Sepsis Alliance, sepsis is more common than heart attacks and claims more lives than cancer. If detected in time, sepsis can be treated at a hospital.

If you have an infection, along with shivering, extreme pain, shortness of breath, increased heart rate or a general terrible feeling, seek medical attention immediately to Stop it. Learn more at survivesepsis.com #SurviveSepsis #SaferHoosiers

Message 2: Almost 3,500 Hoosiers die each year from sepsis, according to the 2015 Indiana Hospital Association Inpatient Discharge Study. Knowing the signs and seeking immediate medical attention can help you or your loved ones Survive it. Learn more at survivesepsis.com #SurviveSepsis #SaferHoosiers



Survive it.

Message 1: Sepsis does not discriminate and can affect anyone -- young or old, healthy or ill. However, some individuals are at a higher risk of developing sepsis, including those who:

- Have a weakened immune system
- Are under age 10 or over age 65
- Have an indwelling catheter or IV
- Recently had surgery or were hospitalized
- Have a chronic illness
- Have a severe burn or wound

Help prevent sepsis by starting a conversation with your medical provider. Learn more at survivesepsis.com
#SurviveSepsis #SaferHoosiers

Message 2: Did you know that sepsis can occur from even a minor infection? Stay healthy:

- **Be vaccinated** - Protect yourself against flu, pneumonia and other infections.
- **Be thorough** - Properly clean and treat scrapes and wounds, and practice good hygiene.
- **Be vigilant** - If you have an infection, look for signs like fever, chills, rapid breathing and heart rate, rash, confusion and disorientation.

Learn more at survivesepsis.com.
#SurviveSepsis #SaferHoosiers

Stand Up to Sepsis

Message 1: Join the fight against sepsis by arming yourself with information and sharing it with your loved ones. Visit survivesepsis.com to learn more and share your survival story. Together, we can See it. Stop it. Survive it.
#SurviveSepsis #SaferHoosiers



Resources

World Sepsis Day Organization world-sepsis-day.org/?MET=SHOWCONTAINER&vCONTAINERID=503

World Sepsis Day Organization world-sepsis-day.org/?MET=SHOWCONTAINER&vCONTAINERID=11

CDC cdc.gov/sepsis/pdfs/sepsis_infographic_final.pdf

CDC cdc.gov/sepsis

Suspect Sepsis suspectsepsis.org/WhatsIsSepsis.html

National Institute of General Medical Science nigms.nih.gov/Education/Pages/factsheet_sepsis.aspx

Sepsis Alliance sepsis.org/downloads/2012_media_kit_fact_sheet_sepsis.pdf

Sepsis Alliance sepsis.org/downloads/2016_sepsis_facts_media.pdf

Sepsis Alliance sepsis.org/news/2015/americans_more_aware/

Outdoor Advertising Opportunity

IPSC is excited to partner with Hoosier hospitals to support an outdoor advertising component to the Sepsis Awareness Month campaign. An impactful billboard design has been developed for use by your organization if you choose to dedicate a selection of your advertising space to the promotion and prevention of sepsis during the month of September. Due to the high visibility of outdoor advertising, we are asking hospitals to consider donating one billboard to this cause, helping us to create a web of awareness across the state, highlighting this powerful message.

IPSC will work with you to meet your billboard graphic needs according to the specs of your chosen placement, as well as incorporate your logo into the design below.

Billboard placement often requires final graphics to be submitted two weeks in advance, so please contact Cynthia Roush at croush@IHAconnect.org as soon as possible to coordinate your graphic needs.

